

‘Making data meaningful’

– the messy business of evidence use in community planning

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Evidence to Action: What works for public service reform?

Edinburgh, 21st June 2018

Community planning

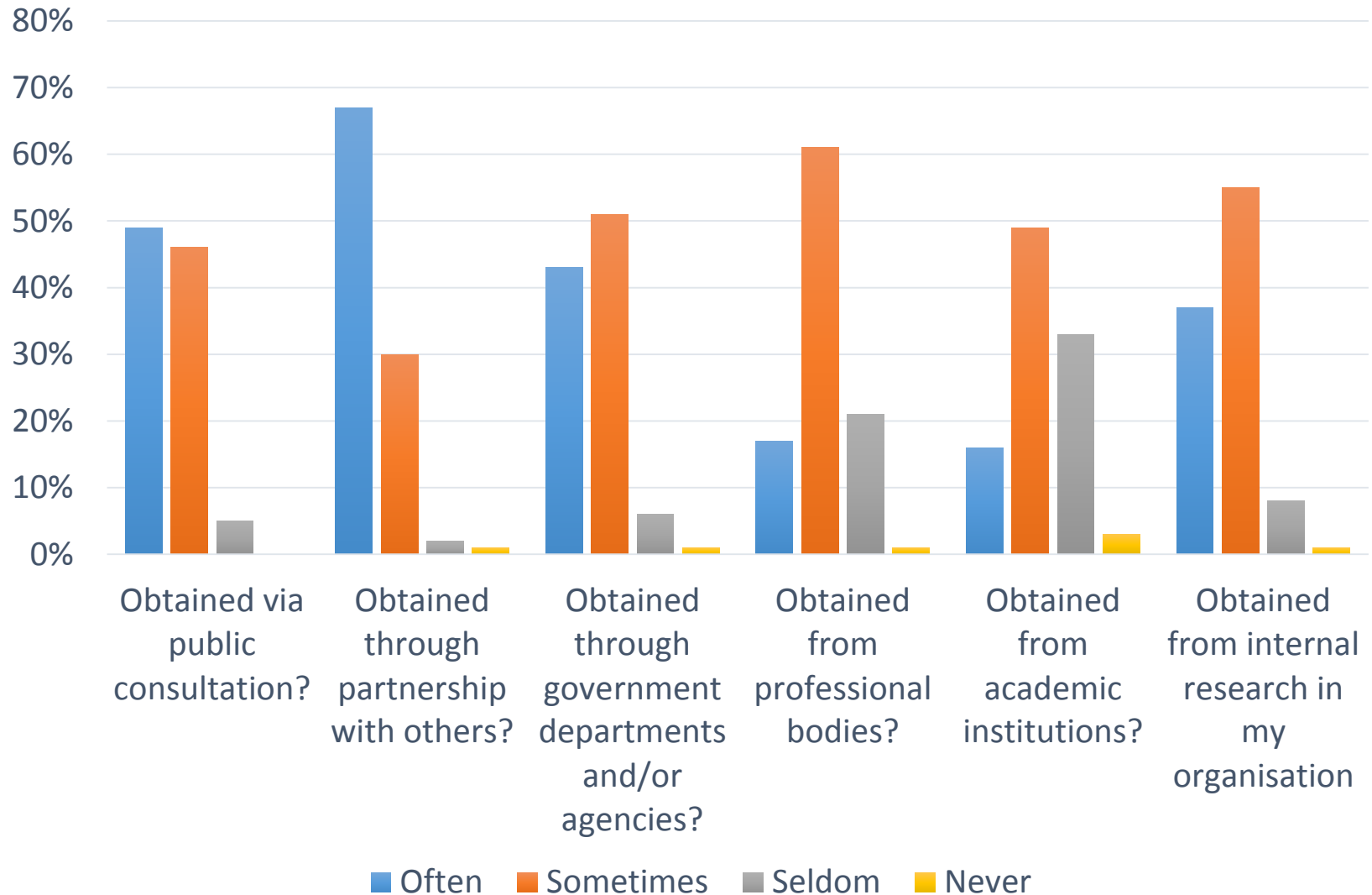
- **Partnerships and community engagement** processes such as **community planning** are found across the world as strategies to...
 - deal with complex issues, increase problem-solving capacity, foster social capital, improve public services, counter democratic deficits and restore legitimacy to governance processes
- Yet....we know surprisingly little about **how community planning works** and **how local partnerships use evidence**

Key practitioners

- Practitioners involved in the **everyday work of community planning and evidence use** - are difficult to map
- **Service professionals** – managers and operational staff across a range of public and third sector services
- **Citizens and communities** involved in local decision-making and planning processes
- **Policy, research knowledge exchange officers** working within public and third sector organisations
- **Community planning officials** – '*boundary-spanners*' (Williams, 2012); work across departments and organisations ; *public engagers* (Escobar, 2017a, 2015b) –involve communities as part of policymaking and/or governance processes and *knowledge brokers* (Ward et al., 2009)

	Ranking of skills present in the workforce	Ranking of skills according to importance attributed by CPOs
1	Writing for different audiences (81%)	Consultation and engagement (96%)
2	Consultation and engagement (77%)	Negotiation (88%);
3	Facilitation (74%)	Persuasion (88%);
4	Negotiation (69%);	Facilitation (88%);
5	Managing team work (69%)	Writing for different audiences (88%)
6	Persuasion (64%)	Presentation / public speaking (81%)
7	Presentation / public speaking (61%)	Finding and sharing evidence (80%)
8	Finding and sharing evidence (54%)	Research (74%)
9	Mediation (53%)	Resource management (73%);
10	Resource management (51%)	Process design (73%)
11	Research (47%)	Mediation (72%)
12	Process design (33%)	Managing team work (68%)

Where do you usually find evidence to use in CPP work?



Which of the following challenges does the CPP face in the use of evidence and research in general? Please tick all that apply

We do not have enough capacity / resource to undertake our own research	61%
We do not have enough capacity / resource to commission research from others	44%
Elected members do not prioritise using evidence and research to inform policy- and decision-making	36%
Officers do not prioritise using evidence and research to inform policy- and decision-making	24%
Partners do not prioritise using evidence and research to inform policy- and decision-making	17%
We cannot identify partners who would be willing to work together to build an evidence and research base	9%

Which of the following challenges does the CPP face in the use of statistical data?

We do not have the capacity/resource to undertake our own data analysis	43%
We can rarely find data that is at the appropriate spatial scale	43%
We can rarely find evidence and research that we think is applicable in our circumstances	22%
We can rarely find data that is applicable to the questions we are seeking to answer	19%

	West Dunbartonshire	Fife
Geographic flexibility and ability to integrate systems of analysis	In Profile Dataset - 2016	KnowFife Dataset since 2007
CPP local geographies	17 Community Councils	104 Community Councils 7 Local Area committees 6 Local Management Units
Partnership alignment	HSCP not aligned	CPP and HSCP alignment
Staff	One member of staff	Research Team with links to national networks
Use of profiles	Community-led action planning	Community budgeting, social justice analysis.. and more

Your West Dunbartonshire in Profile

Your Alexandria in profile



The Alexandria community council area in West Dunbartonshire has a population of 5,076.

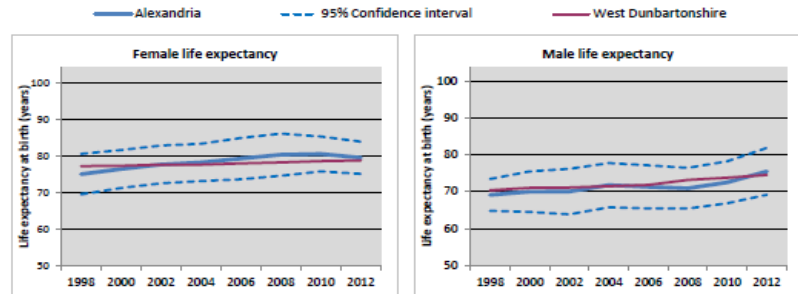


Community Council comparisons with West Dunbartonshire

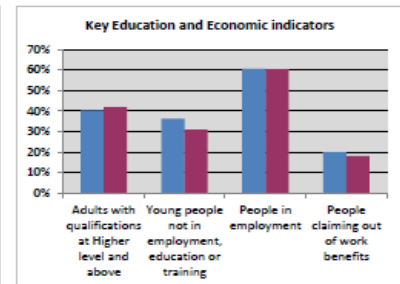
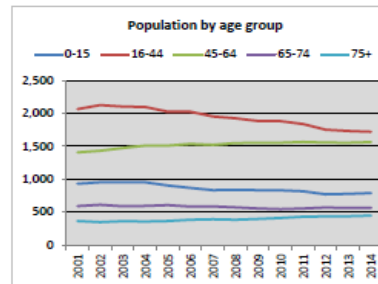
Women in Alexandria live, on average, four years longer than men. The estimates of both male and female life expectancy in Alexandria are slightly higher than the West Dunbartonshire average. Men can expect to have nearly 59 years of healthy life expectancy, while women can expect 61 years of healthy life. The difference between healthy life expectancy and overall life expectancy gives a measure of life lived not in good health, which for people in this area is 16.9 years for men and 18.7 years for women. The population aged 65 years and over is slightly higher than in West Dunbartonshire as a whole. The area has a slightly higher than average proportion of single parent households (38%). 36% of young people are not in education, employment or training, while 22% of children are living in poverty, slightly below the West Dunbartonshire average. A lower proportion of people (39%) live close to vacant and derelict land compared to West Dunbartonshire as a whole.

Group	Indicator	Count	Rate	Difference from West Dunbartonshire	Time Period
Population	People aged 0 - 15	789	16%		-11%
	People aged 16 - 64	3,278	65%		-1%
	People aged 65 - 74	563	11%		+14%
	People aged 75 and over	446	9%		+13%
Cultural & Environment	Black and minority ethnic groups	65	1%		-20%
	People with religious affiliation	3,375	65%		-2%
	People who travel to work or study by walking/bike/public transport	1,081	35%		-7%
	People who live within 500m of vacant and derelict land	1,979	39%		-37%
Housing	Owner-occupied households	1,458	56%		+2%
	Privately rented households	204	8%		+37%
	Single parent households	220	38%		+2%
	Overcrowded households	241	9%		-7%
Socio-economic	People in employment	2,406	61%		+0%
	People claiming out of work benefits	625	20%		+10%
	People in income deprivation	955	18%		-5%
	Children in poverty	195	22%		-7%
Benefits sanctions – data to be added					
Education	Adults with qualifications at Higher level and above	1,767	40%		-4%
	Young people not in employment, education or training	82	36%		+18%
Health	Male life expectancy	75.6	Years		+1%
	Male healthy life expectancy	58.7	Years		-0%
	Female life expectancy	79.7	Years		+1%
	Female healthy life expectancy	61.0	Years		+0%

Community Council Trends



Life expectancy for males has risen by 6 years in the last 14 years, while female life expectancy has risen by 4 years over the same period. Overall, male and female life expectancy has remained above the West Dunbartonshire average. In the most recent period shown, male and female life expectancy was very similar to the Scottish average.



The overall population in Alexandria reduced by 5% between 2001 and 2014, with the largest decrease being in the number 16- 44 years old – a reduction of 12%. Alexandria has a similar proportion of adults with qualifications at Higher level or above to West Dunbartonshire as a whole, but does have a slightly higher level of young people not in employment, education and training.

Notes

- Data sources: Scottish Index of Multiple Deprivation (SIMD) 2012, Census 2011, Census 2001, Child Poverty Unit, NOMIS, National Records of Scotland (NRS) and Scottish Government.
- Populations presented in the population trend chart and used to calculate life expectancy estimates are taken from NRS small area population estimates and are based on: the 2001 census for the years 1996-2001; both the 2001 and 2011 census for the years 2002-2010; and the 2011 census for the years 2011-2014.
- The Income deprivation indicator is derived from SIMD 2012, more information on this deprivation index can be found at: <http://simd.scotland.gov.uk/publication-2012>
- Life expectancies are calculated based on population estimates and death registrations. 95% confidence intervals have been added on the graphs to give an indication of their accuracy. The x-axes of the life expectancy graphs give the mid-year for each life expectancy estimate e.g. the most recent estimate, denoted by 2012 represents the life expectancy estimate for the period 2010 - 2014.
- A notes and definitions document providing further information on the variables presented in the profile can be found in the Profiles section of <http://www.west-dunbarton.gov.uk/council/community-councils/>.
- Front page map: (c) Crown Copyright and Database Right 2016. Ordnance Survey (Digimap Licence).

From:

“...if only we had more data, more local, more frequently, we could fix this”

To:

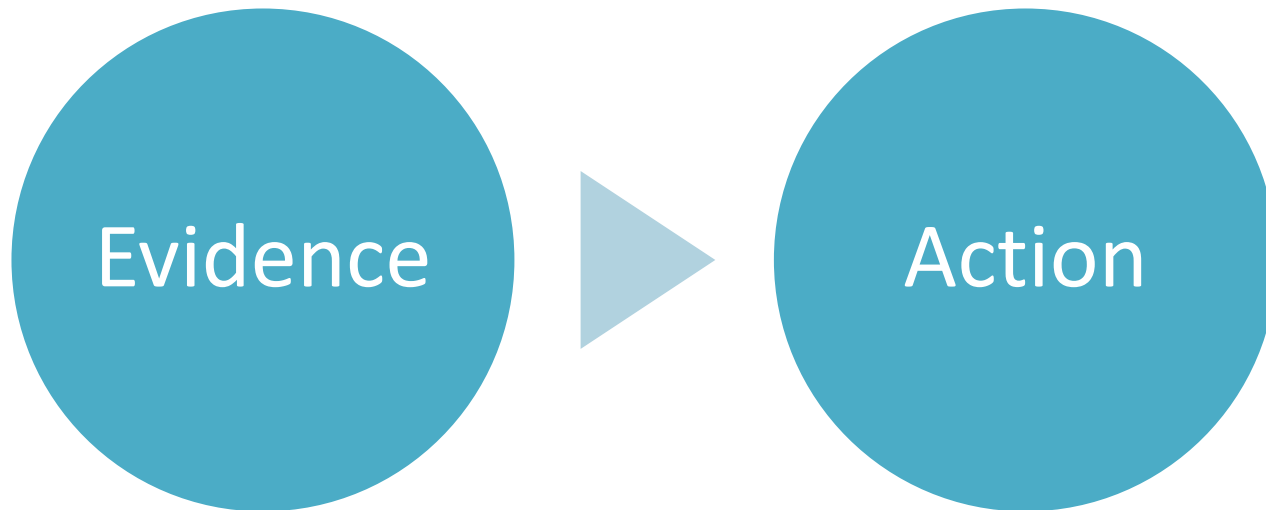
“...how can we help you use the data you already have more effectively to inform decisions?”

Source: Gerry McCartney, Head of Public Health Observatory
Division NHS Health Scotland

Making data meaningful

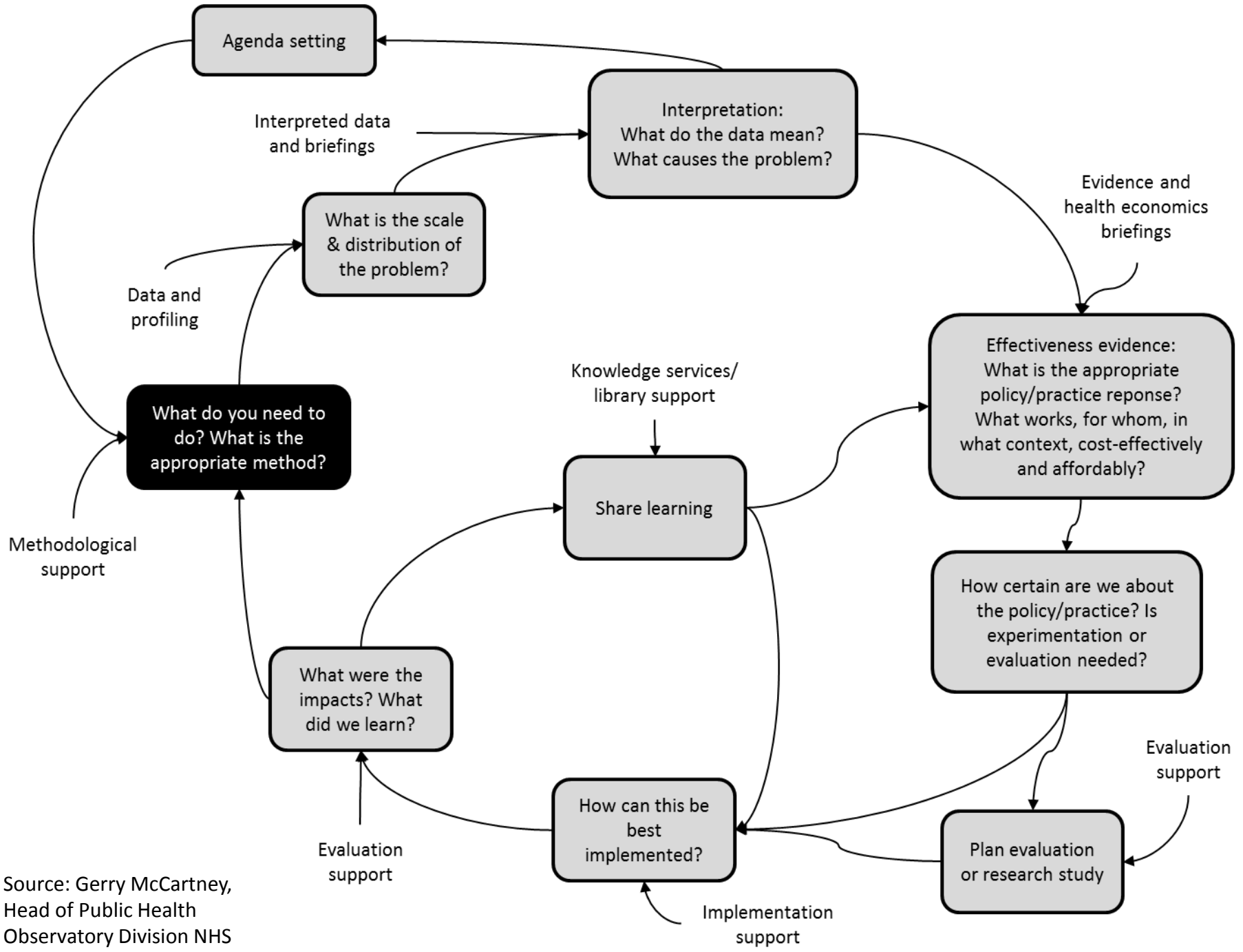
- An exploratory case study of a single CPP to provide **insight into processes and relationships in situ**
- **Public service professionals** in housing, policing, cleansing, greenspace
 - Operational and managerial
- **Semi-structured interviews - 23**
 - public services (11)
 - research and policy staff in the local authority (6)
 - community members (4)
 - strategic directors (2)
- **Observations - 12** local partnership meetings
- Research conducted by Dr Anna Terje in 2017

Transmission model



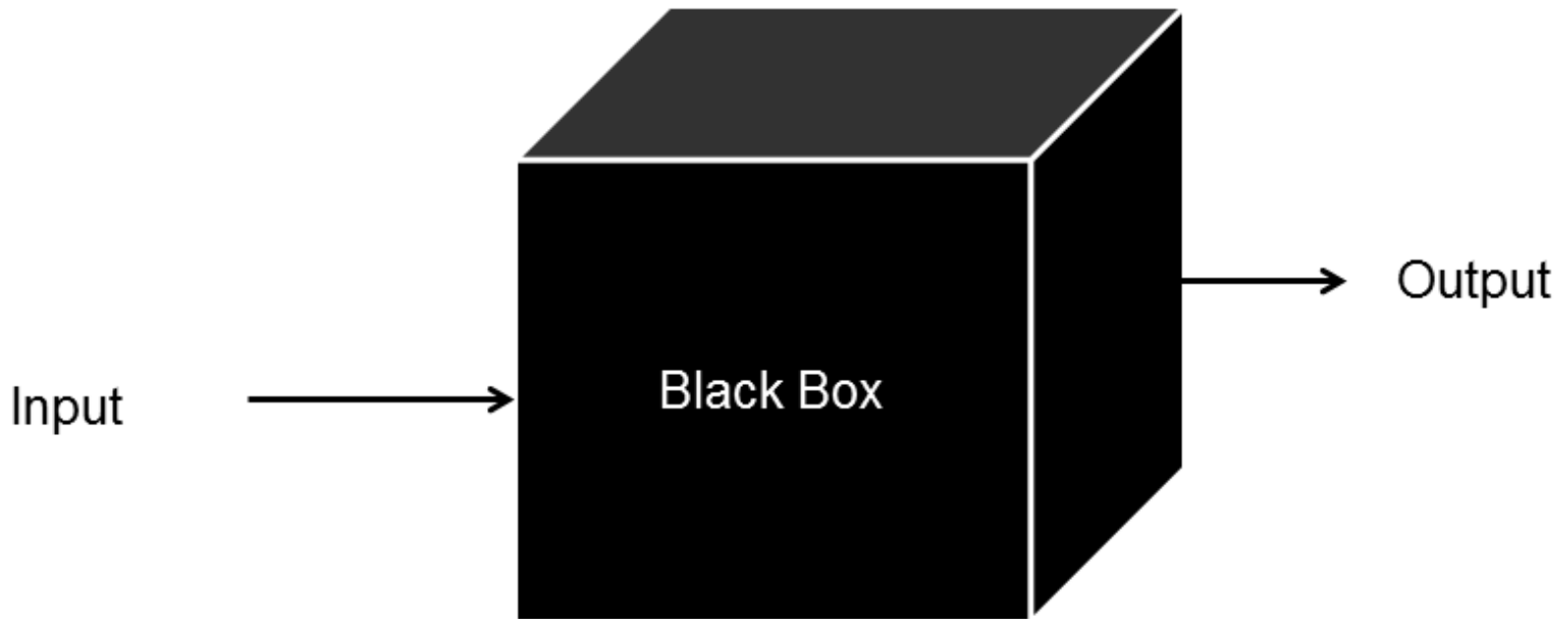
Transmission for community planning

- **Data needs to be put into context**
 - Evidence can be either **too general** (“*if it gets too general it’s not useful*”), or contain **too much detail** and “*overcomplicate service delivery*”.
 - **Dissect the data** so that it clear what it means to local services.
- **Evidence is needed on the right level,**
 - “*local*” and “*identifiable*” areas
 - CPO officer survey -43% of respondents struggled to find data at the appropriate spatial scale.
- **Presented in an accessible format**
 - In **a format that local people can understand** and with **sensitivity to the emotional effect of data**



Source: Gerry McCartney,
 Head of Public Health
 Observatory Division NHS
 Health Scotland

How does this data and evidence become meaningful?



Internal behavior of the code is unknown

How are decisions actually made?

Aristotle's three forms of knowledge

Episteme

To know (Gr)
Scientific
knowledge

Techne

Craftsmanship, craft
or art (Gr)
The technical
application of
knowledge



Phronesis

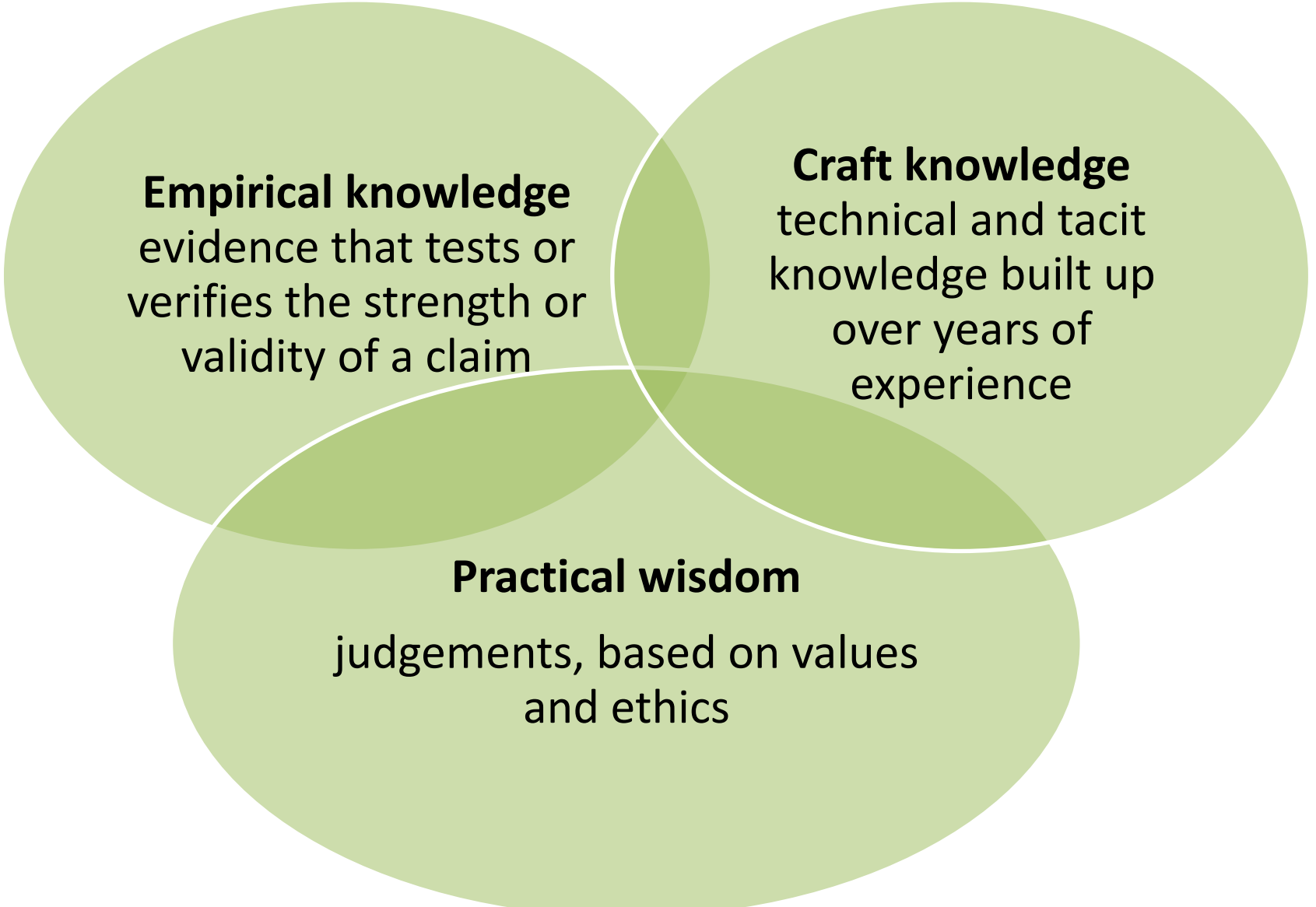
Practical wisdom (Gr)
principled action based on values
and ethics

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Aristotle updated!

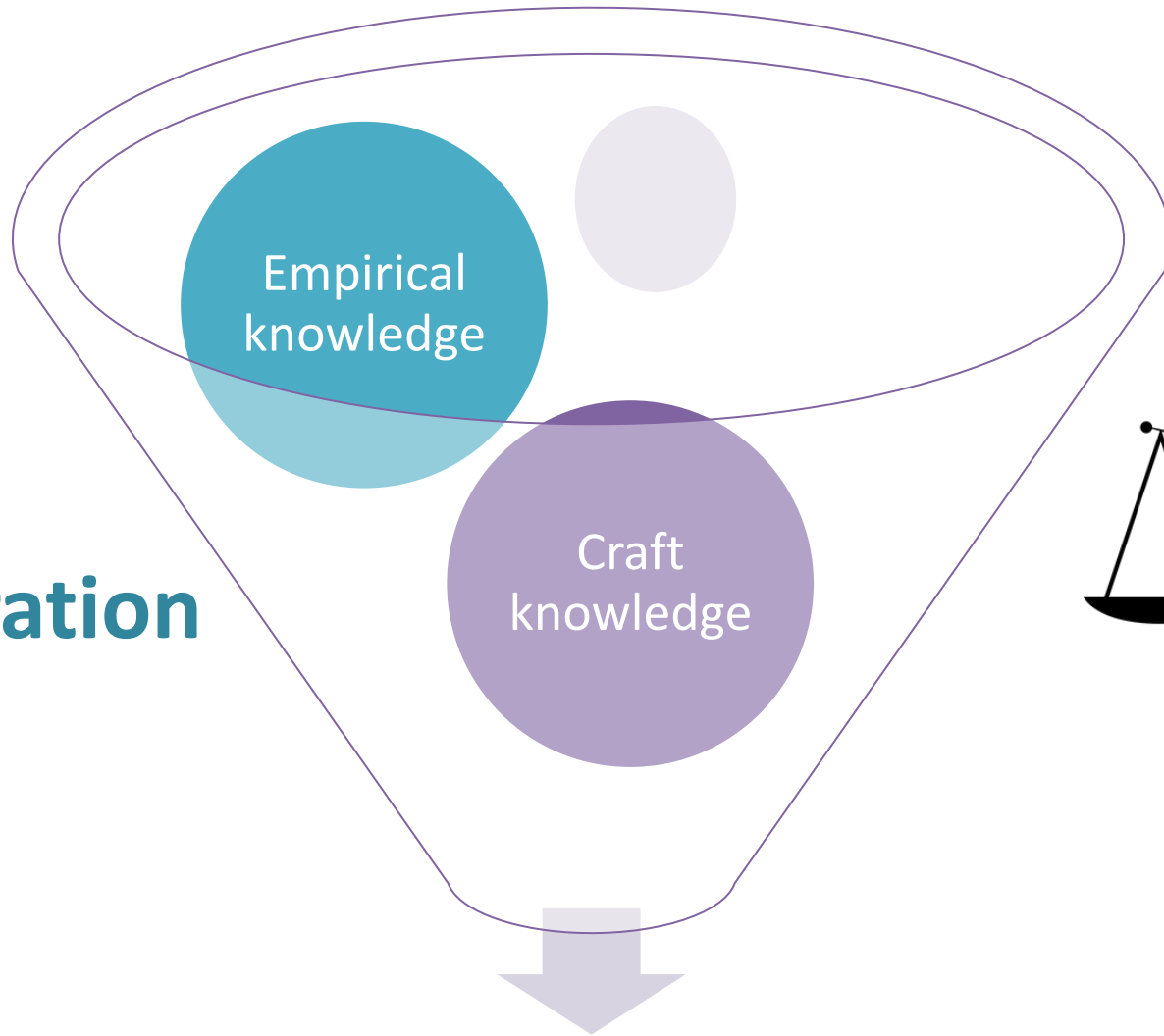


Empirical knowledge
evidence that tests or
verifies the strength or
validity of a claim

Craft knowledge
technical and tacit
knowledge built up
over years of
experience

Practical wisdom
judgements, based on values
and ethics

Deliberation



Practical wisdom
-> principled action



Deliberation

Different forms of evidence and knowledge



Mapping and evaluating alternatives



Giving (and taking) public reasons



Re-examining and (perhaps) changing preferences



Seeking agreement or consensus



Making informed and reasoned decisions

Meaning is not given... it is made in communication

- Focus on *relationships* and *processes*
- Establish **stable collaborative relationships** with **key practitioners** within CPPs – CPOs.
 - Appreciate the challenging operational context of **budget cuts and the pressure for innovation**
- **Value and integrate different forms of evidence and knowledge through *deliberative processes***
- **Design processes to make informed and reasoned decisions**
- **Create new forms of knowledge and practical wisdom**

Thank you!

